Agenda Item 13: Market Development and E-Services Working Group

Sub-item 13 – Report of the Market Development and E-Services Working Group Meeting

Presentation by New Zealand

1. Subject	References/paragraphs
Informing EC members on the work of the Market Development and E-Services Working Group meeting.	§§ 1 – 3 et seq
2. Decisions expected The EC is asked to: - **note** the update on the meeting the Market Development and E-Services Working Group which was comprised of the following presentations:	 § 2

- Digital developments in Iran Post
    - Last Mile/Urban Logistics Platform – Singapore Post
    - POSTMART.VN – Viet Nam Post
	§ 2.1
	 § 2.2
	 § 2.3

1.   Introduction

1.1   The Market Development and E-Services Working Group met Tuesday, 03 September 2019.

In attendance, inter alia, were: Australia, Bangladesh, Bhutan, China, Fiji, Japan, Lao PDR, India, Indonesia, Iran, Malaysia, Nauru, Nepal, New Zealand, Philippines, Singapore, Sri Lanka, Solomon Islands, Tonga, Thailand, Vanuatu, and Viet Nam

1.2 Its agenda covered the following matters.

1.   Current development and best practices presentations by Iran, Singapore and Viet Nam

2.   Outcomes on the UPU POC Committee 3 Market Development and E-Services meeting of 04 April 2019

3.   Any other business

The Chair's introductory comments noted that the duration and the format of the meeting had been amended in response to the items raised by the APPU Reform Working Group questionnaire to members.

The first of these changes being shortening the meeting duration to one hour, and whenever possible focusing on member activities in relation to Market Development and E-Services.

From this Working Group meeting, and throughout the rest of the cycle, the approach will be first to seek member country presentations, and then, time permitting, provide a brief report on POC C 3 activities. If time does not permit, then the POC C 3 update will be provided as part of the slide deck supporting the presentations of the meetings. And, this was the case for this first Working Group using the new meeting format

2.   Presentations

Interestingly, yet perhaps unsurprisingly, a common theme arose in terms of each of the presenters pointing to infrastructural investment, diversification and service extensions to enable a greater span of activities across the e-Commerce supply and value chain, embedding the operator more deeply and as a core partner and service provider for both sending and receiving customers.

2.1   *Digital developments in Iran Post*

Mr Bahrami of Iran Post spoke of the need to answer international economic challenges facing Iran. Rather than retreat into a narrow focus on traditional postal services, Iran Post has chosen to embrace the challenges, to develop resilience in its business model and in doing so, establish itself as a core national infrastructure provider of government services, beyond purely or traditionally postal.

This approach has resulted in core investment and development in IT solutions, delivering:

- Network development infrastructure,
- Quality improvement to digital services, and
- Development and deployment of new services; physical, digital and a blend of both.

2.2   *Last Mile/Urban Logistics Platform – Singapore Post*

Mr LEE Hon Chew discussed Singapore Post's Last Mile/Urban Logistics Platform (**LaMP**). This is a very broad and feature / function rich development predicated on a network switch that enable brands / marketplaces to perform cross-border last-mile fulfillment, both self-collection and door-step deliveries.

LaMP allows online customers to place orders and receive their purchases across a variety of postal delivery options, such as:

- courier delivery
- a parcel locker / unstaffed outlet store
- a bricks-and-mortar retail shop in a mall

This will facilitate ecommerce for both online and offline retailers, from multinational corporations to small and medium-sized enterprises, with the ability to trade cross-border.

LaMP is an attempt by SingPost to expand the delivery and collection options for customers not just domestically but regionally.

2.3   *POSTMART.VN – Viet Nam Post*

Mr CHU Quynh Anh delivered a thought provoking and informative presentation entitled "POSTMART.VN", an e-commerce trading platform founded by Vietnam Post Corporation and operated by EMS Vietnam, providing an e-commerce trading platform with a national scale for Vietnam's OCOP (One Commune One Product) market offerings.

The OCOP program of the Ministry of Agriculture and Rural Development is a rural area economic development focusing on the development of agricultural, non-agricultural, and service products in each locality, and the associated value chain.

The VN Post and EMS Viet Nam brands lend credibility, reliability ,strength, and market reach coupled with the OCOP program's authentic / genuine and uniquely regional products. It also provides an ecommerce technology, infrastructure, payment services, and physical delivery network domestically and internationally, enabling small and medium enterprises (SME) the tools and solutions to actively trade in the ecommerce space and reach markets otherwise inaccessible due to cost and technology constraints with which all SME struggle.

3.   **Any other business**

There was none.

Lindsay Welsh – New Zealand
Chair – APPU-EC Market Development and E-Services Working Group
Tokyo
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